

VIDEO PRODUCTION MANAGER

DISTINGUISHING FEATURES

The fundamental reason the Video Production Manager exists is to manage the city's cable television channel (City cable 7) and video production activities to ensure the creation of quality video programming for citizens and employees in the Communications and Public Affairs Department. This classification is supervisory. Work is performed under general supervision by the Communications and Public Affairs Director.

ESSENTIAL FUNCTIONS

Directs, shoots and edits location and studio productions; produces City documentaries, interviews and other programming that will provide an informative channel of communication to cable viewers and employees; citizen viewers; produces an extensive library of municipal programming, as well as live productions.

Supervises the daily operations of City cable 7, including programming a Channel matic playback system; creates, programs, and regularly updates public service announcement reels.

Promotes City cable 7 programming activities, develops a view ship and a system of audience analysis for the channel; creates a monthly schedule of programming to play on the channel; creates, prints and mails a monthly program to viewers.

Assists City staff from various departments in developing formats for City programming; coordinates inter-departmental use of video equipment and facilities; works closely with and assists City staff in the operation of audio visual equipment.

Supervises Video Production Specialist and Video Production Assistant; directs individual accomplishments toward organizational objectives; encourages team members to continuously improve.

Recommends purchase of production hardware necessary for City cable 7 production and programming operations.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

A wide variety of television production equipment.

Creating quality video programs, from original concept through completed production.

Employee supervision and training techniques.

Ability to:

Lift and move heavy equipment to work sites.

Maintain regular consistent attendance and punctuality.

Establish and maintain effective working relationships with co-workers and the general public.

Produce written documents with clearly organized thoughts using proper sentence construction, punctuation and grammar.

Communicates effectively, both verbally and in writing.

Comprehend and make inferences from written material and verbal and/or written instructions.

Operate a variety of standard office equipment including a computer terminal, Microsoft software and other city software, copy and facsimile machines, telephone, and calculator that requires

continuous and repetitive arm or hand and eye movement.

Education & Experience

Any combination of education and experience equivalent to a bachelor's degree in Communications or Television Production and five years recent experience in a broadcast or cable station, network, or a municipal access environment.

Requires current, valid Arizona Driver's License with no major driving citations in the past 39 months.

FLSA Status: Exempt

HR Ordinance Status: Unclassified